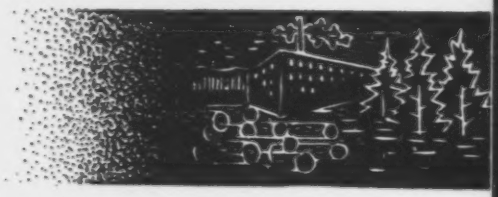
N. B.
Gov't Pubs

NEW BRUNSWICK

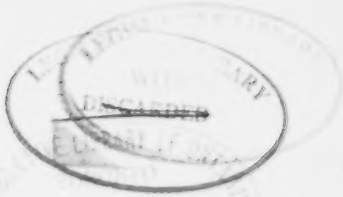
OPPORTUNITY



INSIDE

FACTS AND FIGURES

NEW BRUNSWICK



OPPORTUNITY

INSIDE

NEW BRUNSWICK

FACTS AND FIGURES

DEPARTMENT OF INDUSTRY AND DEVELOPMENT
FREDERICTON, NEW BRUNSWICK,
CANADA

NEW BRUNSWICK
"QUICK FACTS AND FIGURES"

Population (1955 estimated)	550,000
Area—(square miles)	27,985
Coastline—(miles)	600
Highways—(miles)	13,000
Hard surfaced—(miles)	1,900
Motor Vehicles	90,000
Telephones	91,444
Electric power—(h.p.)	339,000
Industrial Production (1953 estimated)	$294,750,000
Agricultural Production (1953)	$ 64,213,000
Fisheries Production (1953)	$ 20,000,000
Retail Sales (1951)	$285,814,200
Personal Incomes (1952)	$402,000,000

THE PREMIER
FREDERICTON

Great things have been happening in New Brunswick recently. These lead us to believe that we are about to enter our greatest period of economic expansion, if we have not already done so.

Following an unprecedented increase in our production in the post war years, new events have taken place which, we feel assured, will have a far-reaching effect and will launch an era of further great industrial growth.

The following "Facts and Figures" show why we have confidence in our Province. May I invite you to examine them? Perhaps there is an opportunity for you "Inside New Brunswick".

Hugh John Flemming

HUGH JOHN FLEMMING
PREMIER
PROVINCE OF NEW BRUNSWICK

NEW BRUNSWICK

New Brunswick, one of the smaller Canadian provinces, has, despite its size, enjoyed a proportionate part of the amazing industrial growth which Canada has experienced in the last few years. At the same time a number of very significant factors have arisen which indicate that New Brunswick is at the threshold of its greatest economic expansion.

The Province, with an area of 27,985 square miles, is situated on Canada's Atlantic Coast and has a population of a little more than half a million people. While it is largely covered with forests there is also much good agricultural land. Commercial fishing is carried on in the coastal waters. Substantial quantities of hydro electric power are being developed.

While much of the industry draws upon the forests, there are many others, and a rapidly increasing market is attracting new manufacturing. New Brunswick is now recognized as the logical distribution location to best serve the Canadian Atlantic Provinces.

Recent large base metal discoveries give every evidence of much promise and should become the basis of a new and large part of the Province's economy.

The rolling wooded countryside of the interior, with its many rivers and streams, contrasts with the rugged beauty of the coasts. This with the abundance of fish and game, a brisk but pleasant climate, smaller but busy communities, makes New Brunswick a place for happy living.

We, who live here, believe that not only are we approaching our greatest opportunity, but have already crossed the threshold. We invite you to learn more of this Maritime Province of Canada and perhaps share in our economic expansion.

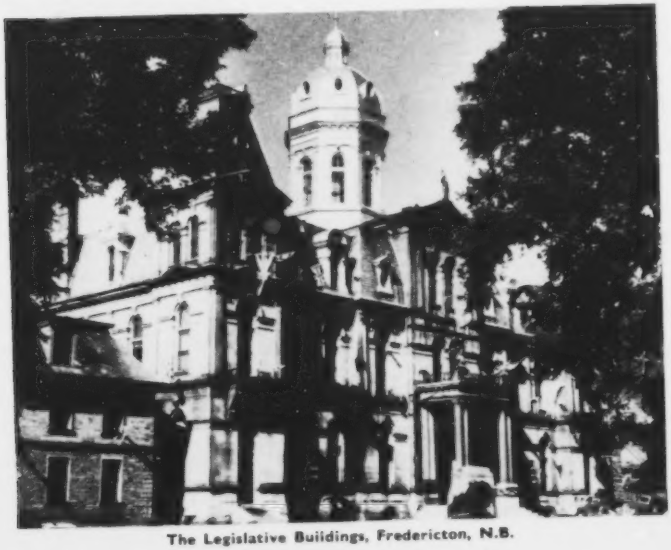
PROVINCIAL GOVERNMENT

New Brunswick, one of the original provinces, entered the Canadian Confederation at its founding in 1867. The Province is represented in the Federal Government by ten Senators, appointed for life and by ten members elected to the House of Commons for a period not exceeding five years.

The Provincial Government is a one-house Legislature with fifty-two elected members. An Executive Council, chosen from these elected members, is responsible to and holds office at the pleasure of Legislature. The term of each legislature must not exceed five years.

The Lieutenant Governor, who represents the Queen, acts with and on the advice of the Executive Council. He is appointed by the Governor General of Canada in Council.

There are ten departments of the Provincial Government, each responsible for a different phase of the administration of government business. Each department is headed by a member of the Executive Council.



The Legislative Buildings, Fredericton, N.B.

PHYSICAL CHARACTERISTICS

New Brunswick, almost square in shape, is situated on the Canadian Atlantic Coast. It is about 160 miles wide and 190 miles from north to south. To the east is the Gulf of St. Lawrence and the Bay of Fundy is on the south. The Province of Quebec forms the northern boundary and the State of Maine, on the west, is our international border.

There is about 600 miles of coastline with many fine harbours, some of which are open throughout the year.

The interior is a rolling plateau of moderate altitude with many rivers and streams. Of these the Saint John is the largest, flowing the full length of the province from north to south. The coastal regions and the Saint John Valley are the most densely populated areas. About 80% of the Province's area is covered with forests.

CLIMATE

Bright sunny days are characteristic throughout the year in New Brunswick's dual climate. The coastal areas have the typical moderate climate of a Maritime region. The interior with a higher altitude has much the same weather which has become associated with Canada—brisk and invigorating winters and warm summers.

During the winter average temperatures may go down to 10°F in the coldest month, however, away from the coast the air is dry. The summer period with average temperatures around 65°F in July is sufficiently warm and prolonged to permit the growing of most field and vegetable crops and some fruit.

Annual precipitation averages 40-45 inches perhaps half of which is in the form of snow which may fall from mid-December to March.

POPULATION

The latest Canadian census, taken in 1951, showed New Brunswick as having a population of 515,697. It is estimated that this has increased to about 550,000 people at the present time and there is every assurance that the growth will continue at the present or a greater rate as new developments within the Province take place.

Most of the population is of British or French origin—57.2% and 38.6% of the total respectively. The balance is made up of scattered groups, largely of Northern European origin.

The people are an industrious and home-loving group, about 40% of them living in the larger cities and towns, with the balance in the rural areas where they indulge in such occupations as farming, fishing and lumbering.

There are five cities and nineteen towns in the Province whose populations are over 1,000. As well there are a number of communities which are not incorporated but have a population in excess of this figure.

The principal centres in the Province with their population are:

Saint John-Lancaster (Metropolitan)	78,337
Moncton (Metropolitan)	45,283
Fredericton (Metropolitan)	20,000
Edmundston	10,753
Campbellton	7,754
Chatham	5,223
Dalhousie	4,939
Bathurst	4,453
Newcastle	4,248
Woodstock	3,996
St. Stephen	3,769

About twenty-five thousand people live in some fifteen smaller towns and villages and the balance of the population are found in the farming and fishing rural areas.

Coal is Strip-Mined at Minto, N.B.

104-01066/

MINING

New Brunswick today is in the midst of a mining boom of unprecedented magnitude. Recent discoveries in the Bathurst and Newcastle areas have uncovered large quantities of lead, zinc, copper, silver and pyrite. The Burnt Hill tungsten property has been re-opened with milling and underground operations under way.

Keymet Mines, a new lead-zinc operation, is also mining and concentrating its output. Much other work is under way in the exploration of these new fields—ranging from prospecting to the actual sinking of shafts and important work is being undertaken toward the eventual processing of the ores now being so rapidly discovered.

Being close to seaboard and with access transportation to the mineralized areas either existing or no great problem, perhaps never before have base metals been discovered under such favourable conditions.

It is certain that the new discoveries will raise New Brunswick to prominence among the leading mining provinces of Canada.

Coal has long been mined in the Grand Lake coal basin where the continued addition of heavy strip mining equipment has yearly increased the output. Gypsum is the second important mineral mined in the Province. It is manufactured into wallboard, plaster and other products. Cement is manufactured at Havelock and peat moss production is growing in importance.

Oil and gas have been extracted for many years in the Province on a small scale. A large exploration programme is about to be undertaken to gauge the potential for expansion of existing production.

Pulp and Paper is New Brunswick's largest Industry

FORESTRY

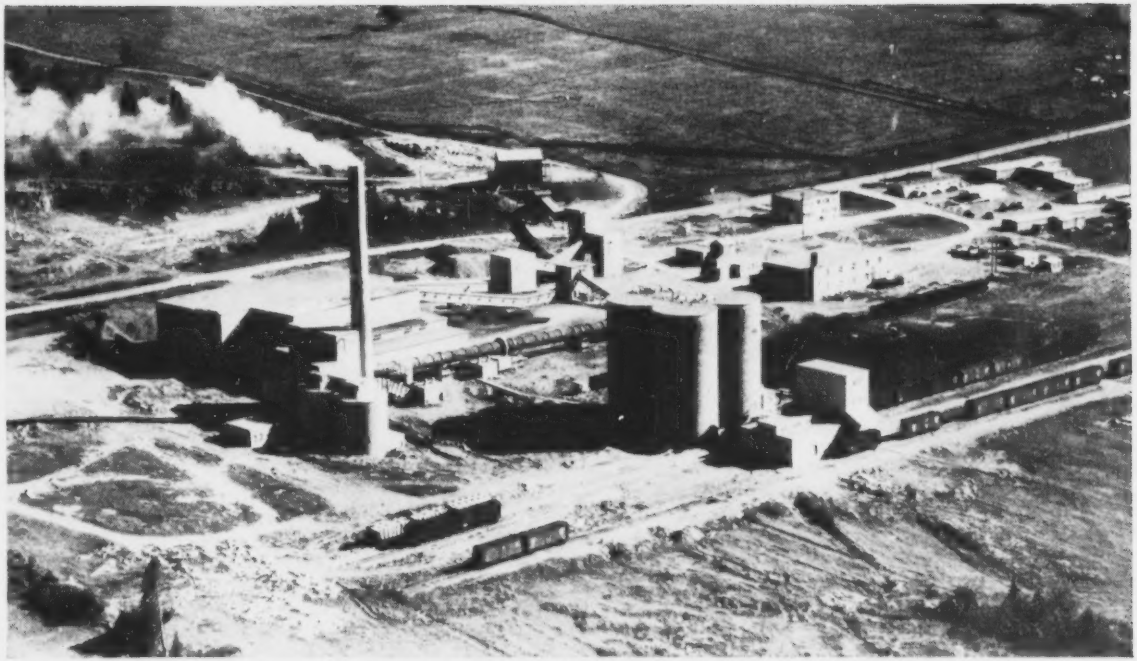
Forestry in New Brunswick has reached a new record in the volume and value of its products with an annual average estimated at $150,000,000. The largest part of this value is produced by the seven pulp and paper mills with the balance accounted for by lumber and other wood products.

The forests behind this industry now cover about 14,000,000 acres or approximately 80% of the area of the Province, and are increasing in area with improving protection from forest fires. The volume of the forest growing stock is also increasing under better forest management and it has been estimated that the potential yield is approximately three times the quantity now being utilized.

The Province spends nearly $1,000,000 a year on forest fire protection in addition to the expenditures by forest owners and operators. An extensive aerial spraying operation has also been carried on in recent years to protect the most important species of trees from being killed by forest insects.

About two-thirds of the forests are made up of conifers or needle-leaved trees which are in order of importance: Spruce (3 species), Balsam Fir, Pine (3 species), Cedar, Hemlock and Tamarack (Larch). The other third is made up of hardwood or broad-leaved species including Birch, Maple, Beech and Poplar with smaller quantities of Elm, Ash, Oak, Basswood and Butternut.

The Province owns nearly one half of the forested land and disposes of cutting rights in the form of timber licenses and stumpage permits. More than half of the privately owned forests are in farm woodlots and other small holdings from which considerable quantities of pulpwood and saw-logs are produced each year for sale to the highest bidder. The balance of the privately owned forests are in larger holdings mainly owned by operators of forest industries.



New Cement Plant supplying the Maritime Provinces

MANUFACTURING

Until recently, New Brunswick has not been considered a large factor in the Canadian manufacturing position. However, keeping pace with the industrial growth across the country, the picture is changing and actually the increase in average per capita production in the province has been at a greater rate than in Canada as a whole in the post-war years. The larger part of this expansion has come from increased and improved production facilities in established plants, although many new industries have contributed greatly to the total.

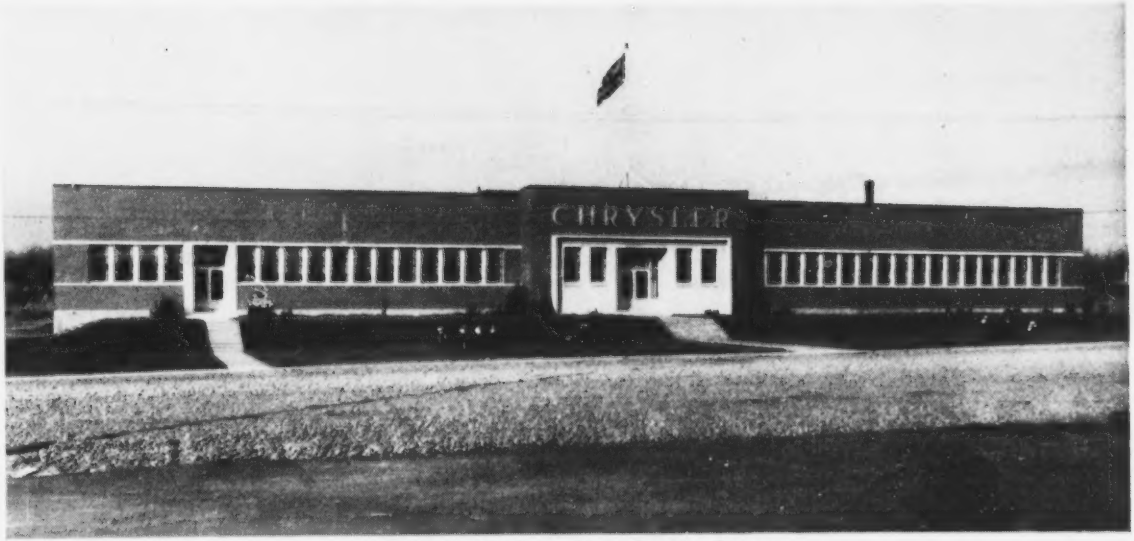
Much of the manufacturing is based upon the natural resources of the Province, particularly wood from our forests. This is a growing trend away from the former raw material economy. Pulp and paper, the major manufactured product, accounts for about one-third of the total production.

Following in importance are: other products of wood, foods, shipbuilding, fish products and textiles. The balance of the nearly $300,000,000 total output of manufactured goods is made up of a diversity of products many of which find world and national markets, as well as enjoying a large sale locally.

Advantages in good labour; proximity to a growing market with consequent transportation savings; increasing supplies of power; these are some of the sound reasons for believing that New Brunswick is a logical location for new industries to serve both local and broader markets.

GROSS VALUE OF MANUFACTURED PRODUCTION

1934	$ 41,300,000
1939	66,000,000
1944	152,000,000
1949	231,000,000
1950	264,000,000
1951	307,000,000
1952	293,000,000
1953 (Estimated)	294,750,000



Typical Distribution Depot of large Canadian Company

TRADE

The Province of New Brunswick is the centre of the trading area for Canada's Atlantic Provinces. This area, now with a population of nearly two million people, is developing rapidly into a distinct regional economy and becoming more self-sufficient in the goods which it produces.

Increasing transportation costs have been a large factor in bringing about this trend. Even more marked has been the trend for national manufacturers to establish distribution facilities within the area to more economically serve their customers here. A glance at the map will show that New Brunswick is the logical centre for this type of business.

The total market for retail sales in the Atlantic Provinces approaches one billion dollars annually; of it New Brunswick's share is close to $300,000,000 at the present time.

BANKING

Banking facilities are available in almost every community in the Province through branches of most of the Canadian Chartered Banks. In all there are 112 such branches located throughout the Province.

There are a number of investment houses in the Province whose facilities for financing might be of interest to a manufacturer.

In addition the Industrial Development Bank, operated by the Federal Government, has representatives for this area.

PROVINCIAL FINANCES

A glance at provincial revenues and expenditures over the past number of years will indicate the extent to which growth is taking place in New Brunswick.

	REVENUE	EXPENDITURES
1945.....	$18,723,592	$16,436,477
1948.....	29,453,147	27,550,439
1952.....	40,165,817	39,298,596
1954.....	48,271,014	48,185,046

QUEBEC
MAINE
U.S.A.
NEW BRUNSWICK
RESOURCES
MAP
SCALE IN MILES
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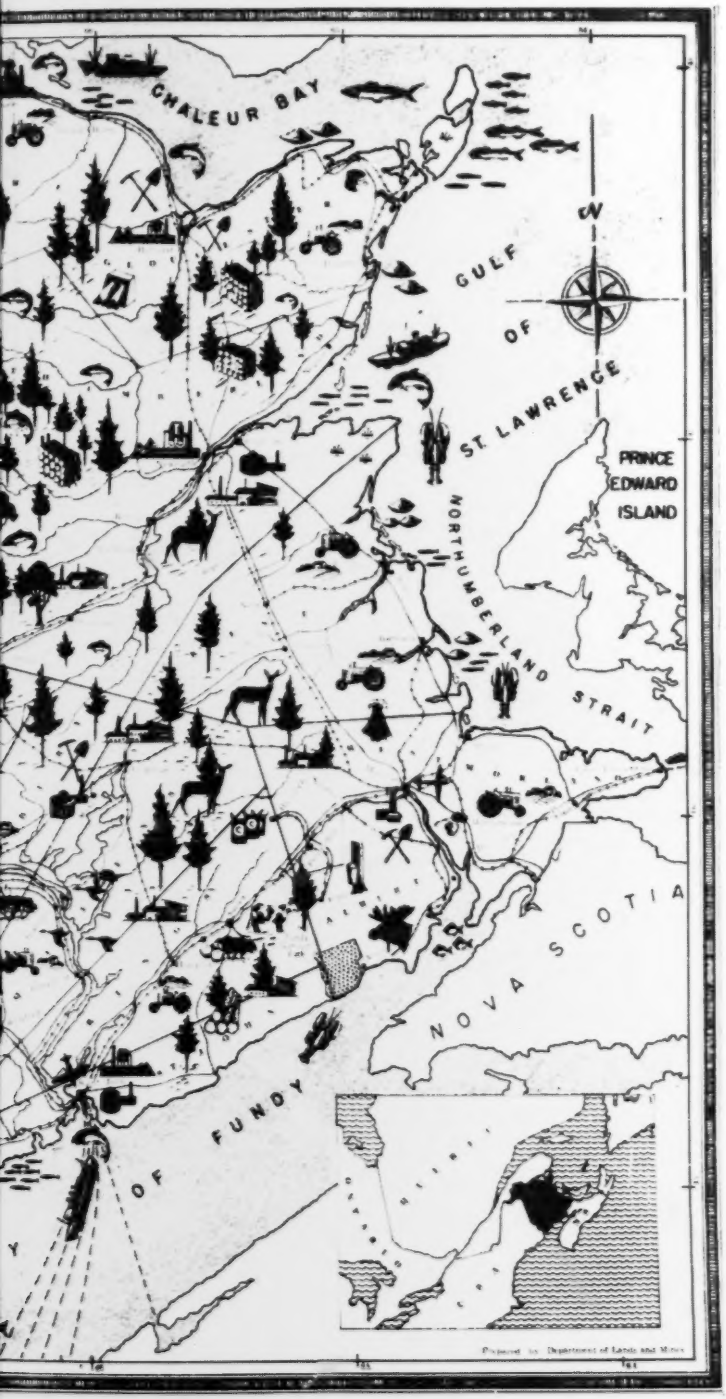
CHALEUR BAY
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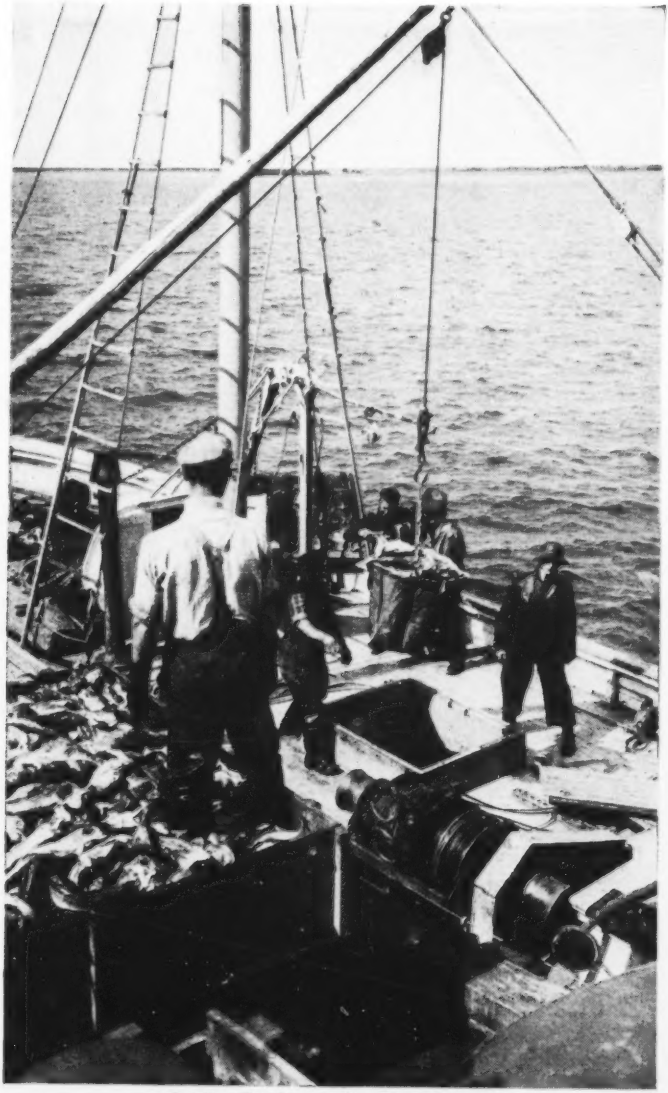
ISLAND
NORTHUMBERLAND STRAIT
NOVA SCOTIA
OF FUNDY



Landing Fish from a New Type Dragger

FISHERIES

The coastline of the Province is dotted with progressive fishing communities that derive their livelihood mainly from the thirty-five commercial species of fish that are caught within a few miles of the shore. A great variety of fish and shell fish products are produced in the more than sixty modern processing plants.

New Brunswick lobsters, oysters and clams, from cold North Atlantic waters, are renowned for their delicacy, while our sardines are recognized for their quality throughout the world. Cod, herring, haddock, alewives, flounders and plaice are some of the other species caught in quantity. These are processed in a variety of ways for marketing.

This is an expanding industry with a great future, particularly in groundfish and herring. Modernization of both fishing methods and processing facilities has been aided by industry and the Provincial Government. Some eight and a half million dollars have gone into new boats and as much into the plants in recent years.

The Fisheries Branch in the Department of Industry and Development—together with a Fishermen's Loan Board established to assist in the financing of boats—has done much to bring about the remarkable expansion and improvement in this industry. Through these means has been built up one of the finest of fishing fleets operating anywhere.

An average of 225,000,000 lbs. of fish are caught each year by 11,000 fishermen and processed by 4,000 plant workers to be marketed in many parts of the world at a value of about $20,000,000.

MARKETED VALUE OF NEW BRUNSWICK FISH

1930	$ 4,850,000
1940	4,965,000
1945	13,271,000
1950	18,053,000
1951	21,155,000
1952	20,503,000
1953	20,000,000

Potatoes are Harvested by Modern Methods

AGRICULTURE

Conditions in the province are generally suited to several types of farming—dairying, the production of fruits and vegetables and potato growing. The latter has been particularly successful in the upper Saint John Valley where the famous New Brunswick potatoes, both seed and table stock, yield an annual crop approximating $20,000,000 in value.

Dairying is important in most areas although concentrated in sections which supply the fluid milk requirements of the larger centres. Fruit and vegetable growing has gained added favour as increased attention has been given to marketing.

Recently there has been increasing interest in the growing of high quality seed grains and the raising of a fine class of cattle for breeding stock. This move is becoming quite successful in some areas.

Dominion Bureau of Statistics figures indicate that gross income from agricultural production in New Brunswick in 1953 amounted to $64,213,000.

The Government has initiated special policies of assistance and education in agriculture. Improved livestock policies have been introduced, with Artificial Breeding Units being given special attention. In addition, an extensive co-operative programme of land reclamation, soil engineering policies, and continuing support for the dairy and livestock industries are well under way. Assistance has been extended in the field of marketing of agricultural products, district farmers' organizations, and local livestock organizations in their general operations.

Education work has taken the form of study clubs, farm radio forums, short courses, 4-H club work, and special meetings. Four Agricultural Schools, devoted to Vocational training in the field, are at present conducted in the Province.

Good Roads lead to Scenic Fundy National Park

TOURIST TRADE

The many attractions which make New Brunswick a tourist's paradise continue to draw ever-increasing numbers of visitors to the Province annually, and despite a slight over-all Canadian decline for 1954, New Brunswick continued its consistent post-war tourist expansion. From Passamaquoddy to Pokemouche and from Baker Brook to Bayfield, visitors from the United States and other Canadian Provinces find all the requisites for a restful vacation in New Brunswick.

Hitherto largely known as a region of fish and game, New Brunswick, through skilfully-directed advertising, is also rapidly becoming known for its natural attractions and scenic beauty, its 600 miles of clean sandy beaches, its curiosities—ever a delight to the visitor—and its reputation for hospitality.

Ever-increasing accommodations in the form of modern motels and cabins add to the pleasure of a visit to New Brunswick.

In terms of statistics, it is estimated some 750,000 tourists spent $15,000,000 in New Brunswick during the current tourist year. In addition, the allied industries, such as handicrafts and sales of farm and garden produce to caterers, added several hundred of thousands of dollars to the provincial economy. A tourist car check at three northern New Brunswick ports of entry showed 60,000 vehicles entering the Province through the Province of Quebec, of which more than half are visitors from other Canadian Provinces.

New Brunswick's tourist trade is increasing, presenting new opportunities to cater to it. Many desirable sites can be developed as resort areas or as accommodation for the transient.

A trip through the Province to see its natural attractions and unspoiled beauty will more than reward the traveller and reveal the potential as an ideal vacation land.

The fully equipped Year-Round Port of Saint John

POWER

The largest hydro development venture in New Brunswick's history is scheduled for completion in the fall of 1957. Located at Beechwood on the Saint John River, the hydro electric project will add 135,000 h.p. to the Provincial Utility's present generating capacity and coming on line late in 1956 will be a new 29,500 h.p. steam unit at the Commission's Chatham plant.

Two other sites in Canadian Section of the Saint John River, Morrill and Hawkshaw above and below Beechwood, have been intensively studied by Commission Engineers and the Engineering Work group of the International Joint Commission.

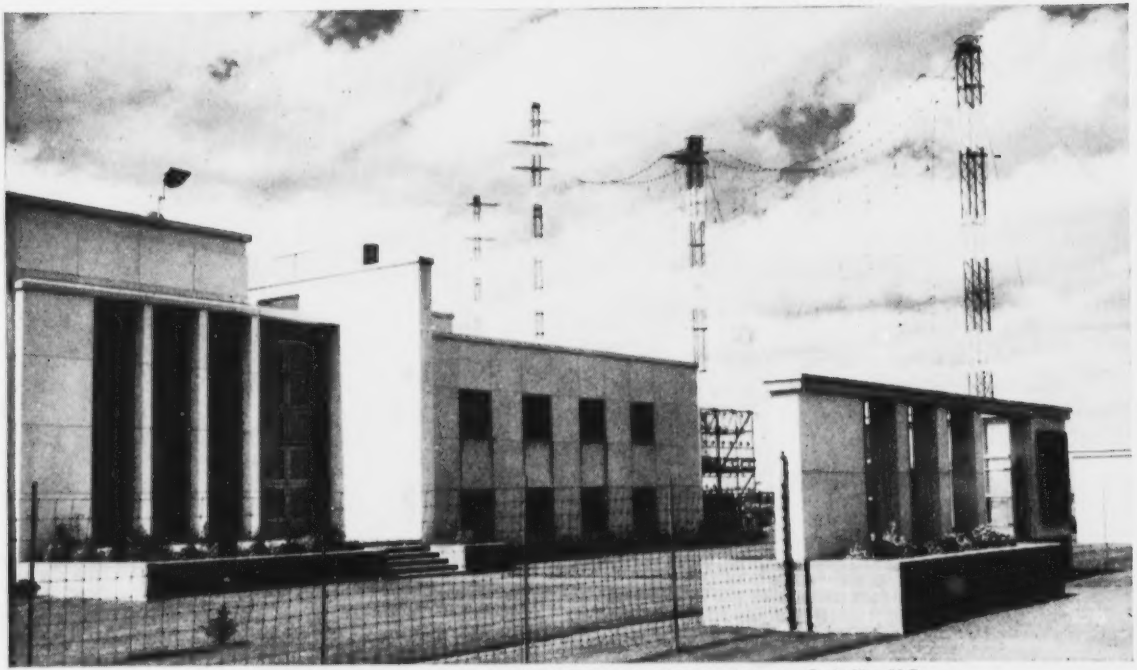
These two proposed sites could make a further 240,000 h.p. available for domestic and industrial load growth.

Also embraced in the Commission's long range plans for New Brunswick's rapidly growing power load is a higher voltage Province-wide grid system transmitting at 138,000 volts. At the present time electric power is within the reach of 95% of New Brunswick homes through the existing grid and transmission system.

TOTAL POWER GENERATED IN NEW BRUNSWICK

	HYDRO	THERMAL	TOTAL
New Brunswick Power Commission	36,000 h.p.	103,000 h.p.	139,000 h.p.
Other or private sources	113,000	87,000	200,000
Total developed.....	149,000	190,000	339,000
In construction or proposed	375,000	29,500	404,500
Explored potential ...	524,000 h.p.	219,500 h.p.	743,500 h.p.

Power costs are comparable to those in many areas and favourable rates are available to large users.



The Short Wave Station of the Canadian Broadcasting Corporation near Sackville, N.B.

TRANSPORTATION

The Province is served by two railways; a major bus line and two airlines. Ocean shipping calls at a number of ports.

There is an extensive network of rail lines serving all the populated communities in the Province. Canada's two trans-continental railways each have direct connections with both the central provinces and the United States. No part of the provinces is more than overnight from these large markets.

There are over 13,000 miles of highways—1900 miles are hard surfaced—which reach into every corner of the Province. A bus service operates over many of these roads and shipments by truck can readily be made from all centres. Air services provide direct connections with the rest of Canada and the United States bringing these areas to within a few hours of the Province.

At Saint John, New Brunswick has one of Canada's best developed harbours on the east coast. This port has the great advantage of being free from ice throughout the year and provides shipping connections with all the World.

The Port itself is fully equipped to handle all cargoes and provides nearly three miles of berthing space for ships drawing up to thirty feet. Adequate storage facilities—refrigerated, grain and oil—are available. One of the world's largest dry docks is in the harbour.

Other deep water facilities are available around the coast. The following table shows typical transportation times from the Province.

	RAIL	AIR
Saint John to New York	20 hrs.	3 hrs. 40 mins.
Fredericton to Montreal	16 hrs.	2 hrs. 30 mins.
Moncton to Toronto.....	24 hrs.	5 hrs.

Modern Regional Schools bring Education to All

COMMUNICATIONS

The Province is well served with communication facilities. Telephone and telegraph lines reach almost every community and connect with the main systems throughout Canada.

There are a number of radio broadcasting and television stations located throughout the Province which provide full coverage for local interest.

The short wave transmitters of the International Services of the Canadian Broadcasting Corporation are located at Sackville, N.B.

Daily newspapers are published in the larger centres. Most smaller communities have a weekly paper dealing chiefly with local news; some of them are in the French language.

●

CAMP GAGETOWN

Canada's largest permanent military training camp—Gagetown—is now under construction in New Brunswick.

This Camp embraces some 500 sq. miles of diversified terrain and will have the facilities for large scale training of all kinds.

Along with the Camp, at Oromocto, an entirely new city will grow which, it is now estimated, will have a population of 10 to 15,000 people within the next very few years. This will be a modern community in every respect and while perhaps two-thirds of the population will be Army personnel, it will require all the services and commercial life of a city this size.

This whole programme will add significantly to the economy of the Province. With it will be created an entirely new demand for many services and manufactured goods within a very short space of time.

EDUCATION

School population has increased by approximately 30,000 pupils in the past ten years. A programme of consolidation of schools is progressing most favourably and today high school facilities are available in almost all areas of the Province. To meet this programme over 10,000 students are conveyed to and from school every day by bus.

Generally speaking, the Province shares in the capital costs of schools with the local authority, which in turn bears all operational costs.

Teachers' salaries have been increased and enrollment at the Provincial Teachers College has more than doubled in the past three years indicating that the supply of teachers will soon be equal to the demand.

Vocational departments in regional and urban composite high schools provide courses in high school and home economics suitable to the needs of the young people of the area.

The Provincial University is the University of New Brunswick in Fredericton. This University is world renowned for its forestry and engineering faculties. All universities in the Province grant degrees in arts and science. In addition to the Provincial University others are Mount Allison at Sackville; St. Joseph's at Memramcook; Sacred Heart, Bathurst; St. Thomas at Chatham; St. Louis at Edmundston. Several of the universities provide instruction in both English and French.

The Provincial Teachers College at Fredericton trains teachers for instructing in grades one to eight. In addition a two year course in home economics is also given and a two year vocational course at the Technical Institute in Moncton for those who wish to teach these subjects. Financial assistance may be granted by loans to candidates for teacher training.

The Provincial Government conducts a broad training programme in the art of handicrafts with the aim of developing the economic aspects of this field to improve the standard of living of the people, particularly by augmenting seasonal incomes. The products of New Brunswick craftsmen have gained international renown.

HEALTH AND SOCIAL SERVICES

Health facilities and services have expanded tremendously during the past five years. The expansion is revealed in part by the following achievements: construction of hospitals, laboratories, health centres, and clinics equivalent to some 2,748 hospital beds; specialized training for many hundreds of hospital and health department personnel; appointment of sanitary inspectors for all counties in the Province except one.

The tuberculosis death rate was reduced from 45.7 in 1948 to 12.6 per hundred thousand population in 1953; there has been a steady decline in infant death rate and communicable disease incidence and death rates; improvement and extension of diagnostic and treatment services for cancer; tuberculosis, mental illnesses and other chronic conditions; establishment of well developed nutrition and dental health services, rehabilitation programme and crippled children's programme.

Many services especially for the diagnosis and treatment of cancer, tuberculosis, mental illness and poliomyelitis are provided without cost or with part cost to the patient. Likewise, basic social services and security are provided as far as possible for the aged, handicapped, widows, orphans and indigents.

Significant too, is the fact that New Brunswick has been without major epidemics of any kind during this century. As a final indication of the advance of health and welfare in New Brunswick, there has been an increase of medical doctors registered in the Province since 1951.

Recently the Department of Health, in co-operation with other Provincial Departments, undertook a unique venture for the elimination of ragweed. As a result today New Brunswick is a mecca for persons suffering from hay fever.

This and similar projects constantly under study serve to illustrate the outstanding advantages toward the better health of the people which the Provincial Government has made and is continuing to undertake.

NEW BRUNSWICK'S
DEPARTMENT OF INDUSTRY AND DEVELOPMENT

has presented to you in this booklet, some reasons for believing that the Province is entering upon its greatest period of economic development.

We hope this information will be of value in any consideration of doing business in or from the Province. It is, of necessity, only bare facts and figures.

We would enjoy the opportunity of enlarging upon this information for you.

The Department is set up to be of service to manufacturers operating in the Province and those who might be interested in doing so. Our facilities are at your disposal, if we can serve you please write:—

The Director

Industrial Branch

Department of Industry and Development

Queen Street Fredericton, N.B.